Business Administration

Course Number:	**BUAD 335**
Course Title:	**ELECTRONIC COMMERCE**
Credits:	3
Calendar Description:	This course focuses on the recent growth of buying and selling goods and services over the Internet. It will examine Internet technology relevant to areas of existing marketing knowledge. A framework for understanding internet marketing and associated business models, online marketing possibilities, and implementation issues are covered. *(also offered by Distance Education)*
Semester and Year:	**WINTER 2022**
Prerequisite(s):	BUAD 200 and COSC 119 or BUAD 128 and BUAD 200 and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective – BBA, Marketing option
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	No
Development Date:	November 2012
Revision Date:	November 2013
Chair's Approval:	

Professors

Name	Phone number	Office	Email
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Learning Outcomes

Upon completion of this course students will be able to

- discuss the current realities and potential for electronic commerce.
- describe the major business strategies for e-commerce including e-commerce business models and transaction-based websites.
- describe the current legal and ethical issues surrounding e-commerce.
- create a basic website prototype utilizing professional website development tools.

Course Objectives

This course will cover the following content:

* Please refer to the Course Schedule and Moodle for weekly topics and course objectives

Evaluation Procedure

Term Work & Quizzes	10%
Web Labs	20%
Term Project	30%
Mid-Term Exam(s)	20%
Final Exam	20%
Total	100%

Notes

Term Work
This grade is based on work completed during web development labs and other individual activities. These additional activities may include quizzes, papers, forum posts, study journals, blogs, presentations, current events, and other relevant work.

Web Development Labs
Web Development lab activities provide the hands-on application of concepts learned in this course. All web lab activities must be completed when due. Lab activities may utilize a variety of software or online applications.

Term Project
Unless there is both a valid reason and prior approval from your instructor, late submission for the term project parts will be penalized as follows:
- Submissions turned in late on the due date will lose 10% immediately.
- Submissions then lose an additional 20% per day (24-hour period from the due date/time). After five days, the submission will not be graded, nor feedback provided.

Required Texts/Resources

Gary Schneider, Electronic Commerce, 12th Ed., Course Technology, 2017
- ISBN: 978-1-305-86781-9

Software:
Various readily available and standard software products will be used in the labs. Students must have computers with good Internet access and ability to install standard applications if needed. The college or instructor cannot be held liable for any computer problems, malware, or viruses that may result from these lab activities.

The Term Project will be completed using Shopify's Open Learning program.

	Date	Topic	Readings
	2022 Week of:	Wednesday, January 5 - Classes Start Monday, February 21 - Statutory Holiday (no classes) Tuesday, February 22 – Friday, February 25 Mid-semester study break (no classes) Friday, April 8 – Last Day of Regular Classes Friday, April 15 – Monday, April 18 – Statutory Holidays	
1	Jan 5	Course Introduction Introduction to Electronic Commerce	Ch 01
2	Jan 10	Technology Infrastructure *Web Development Lab #1: Building Pages with HTML* Individual Assignment Introduction due	Ch 02
3	Jan 17	Selling on the Web *Web Development Lab #2: Formatting Pages with CSS* Self-select into Project Groups by end of week	Ch 03
4	Jan 24	Shopify Guest ***Shopify Lab: Shopify Overview***	
5	Jan 31	Marketing on the Web B-to-B Activities Term Project Part 1 and Team BARS Due	Ch 04 & 05
6	Feb 7	Social Networking, m-Commerce, & Auctions ***Shopify Lab: Project Work***	Ch 06
7	Feb 14	**Mid-Term Exam (chapters 1-6 and labs)**	
8	Feb 21	**STAT Holiday and Reading Break**	
9	Feb 28	The Environment of Electronic Commerce ***Shopify Lab: Project Work***	Ch 07
10	Mar 7	Electronic Commerce Web Servers, Hardware, & Software *Web Development Lab #3: Domain Names and DNS*	Ch 08 & 09
11	Mar 14	Electronic Commerce Security *Web Development Lab #4: Content Management Systems (CMS)*	Ch 10
12	Mar 21	Payment Systems for Electronic Commerce ***Shopify Lab: Create UX Shopping Rubric*** Term Project Part 2 Due – URL upload	Ch 11
13	Mar 28	Managing Electronic Commerce Implementations Term Project Part 3: Simulated Sales Activities	Ch 12
14	Apr 4	Term Project Part 4 Due *Final Exam Review* Final Exam period April 19 - 28	

*** Please see Moodle for assignment due dates and other scheduled activities and readings.*

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?
At Okanagan College (OC), disruption of instructional activities includes student "conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC", as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?
"Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination."

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?
Plagiarism is defined as "the presentation of another person's work or ideas without proper or complete acknowledgement." It is the serious academic offence of reproducing someone else's work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

"Intentional plagiarism is the deliberate presentation of another's work or ideas as one's own." Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

"Unintentional plagiarism is the inadvertent presentation of another's work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit."

What are the Students' Responsibilities to Avoid Plagiarism?
Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors' name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

"Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication "*Plagiarism Avoided; Taking Responsibility for your Work".* This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?
The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.